

Fig.1

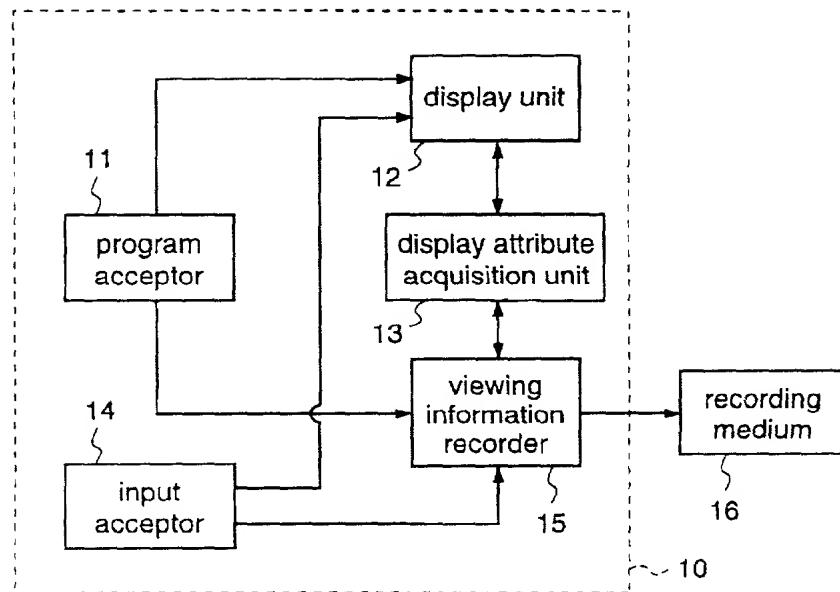


Fig.2

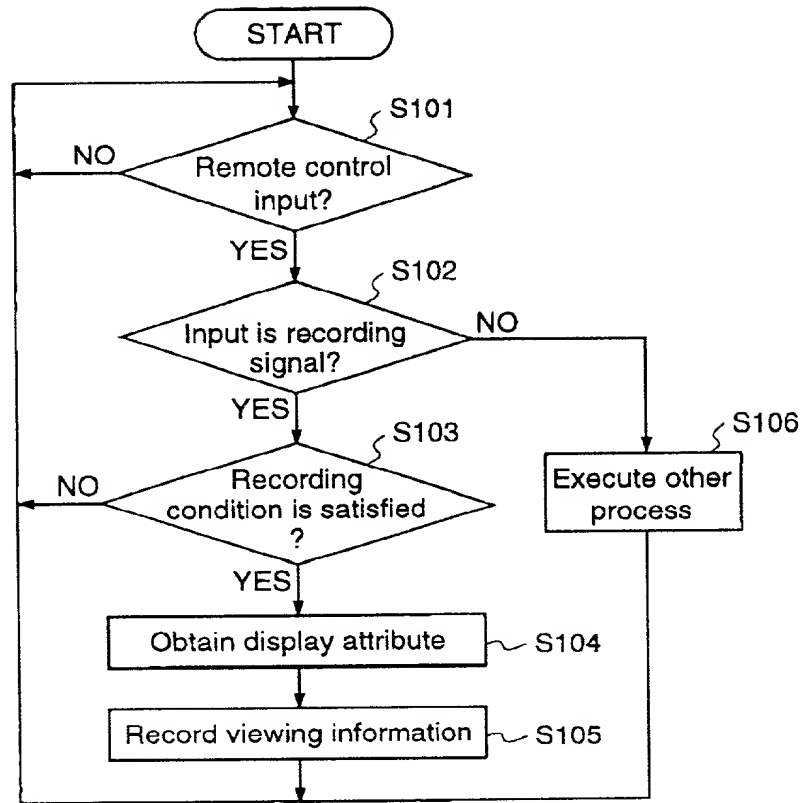


Fig.3

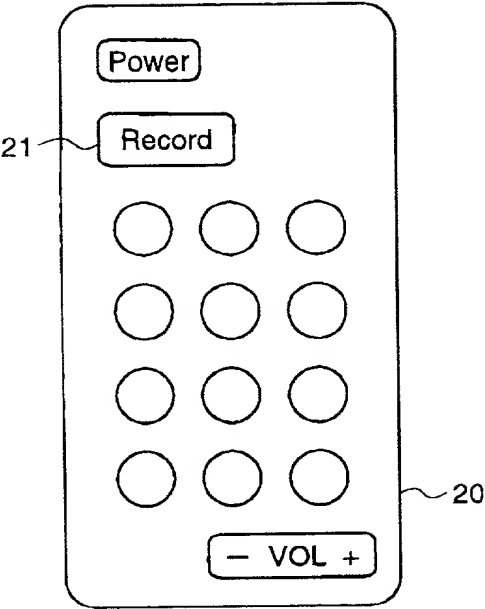


Fig.4

program ID	display attribute
code 001	full-screen
code 101	1/2
code 102	1/2
code 107	1/4
⋮	⋮

Fig.5

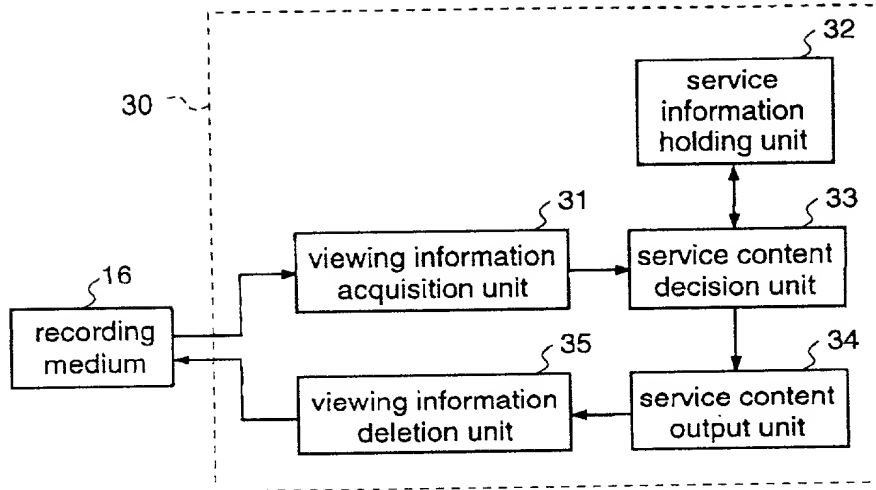


Fig.6

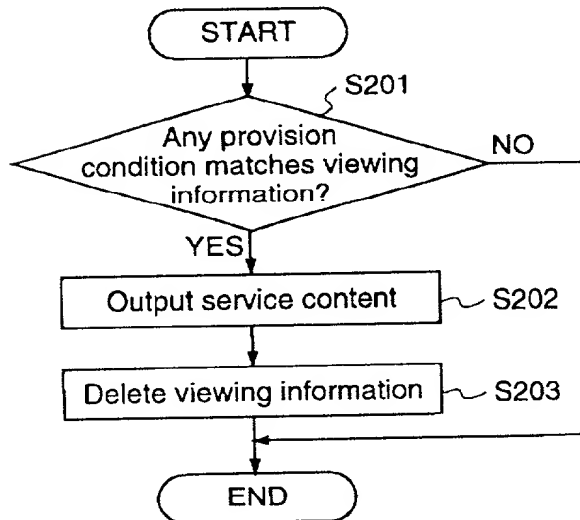


Fig.7

provision condition (program ID)	service contents
code 001 (To watch CM of fast-food company)	hamburger at half price
To include 50 or more codes among codes 101~235 (To watch 50 or more games of baseball team A)	team's original goods
To include 100 or more codes among codes 101~235 (To watch 100 or more games of baseball team A)	autographed ball
⋮	⋮

Fig.8

provision condition		service contents
program ID	display attribute	
code 001 (To watch CM of fast-food company)	full-screen	hamburger at half price
	1/2	hamburger at discount of 20 percent
	1/4	hamburger at discount of 10 percent
⋮	⋮	⋮

Fig.9

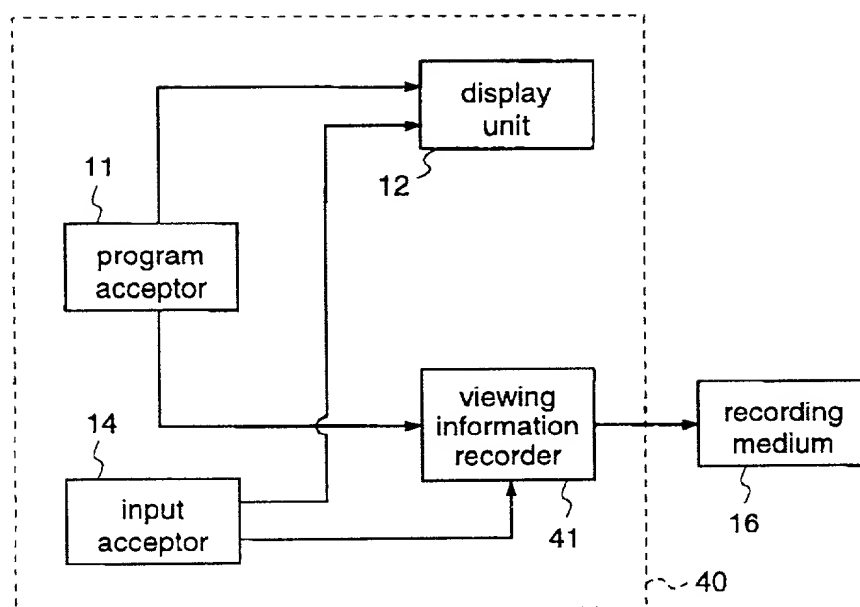


Fig.10

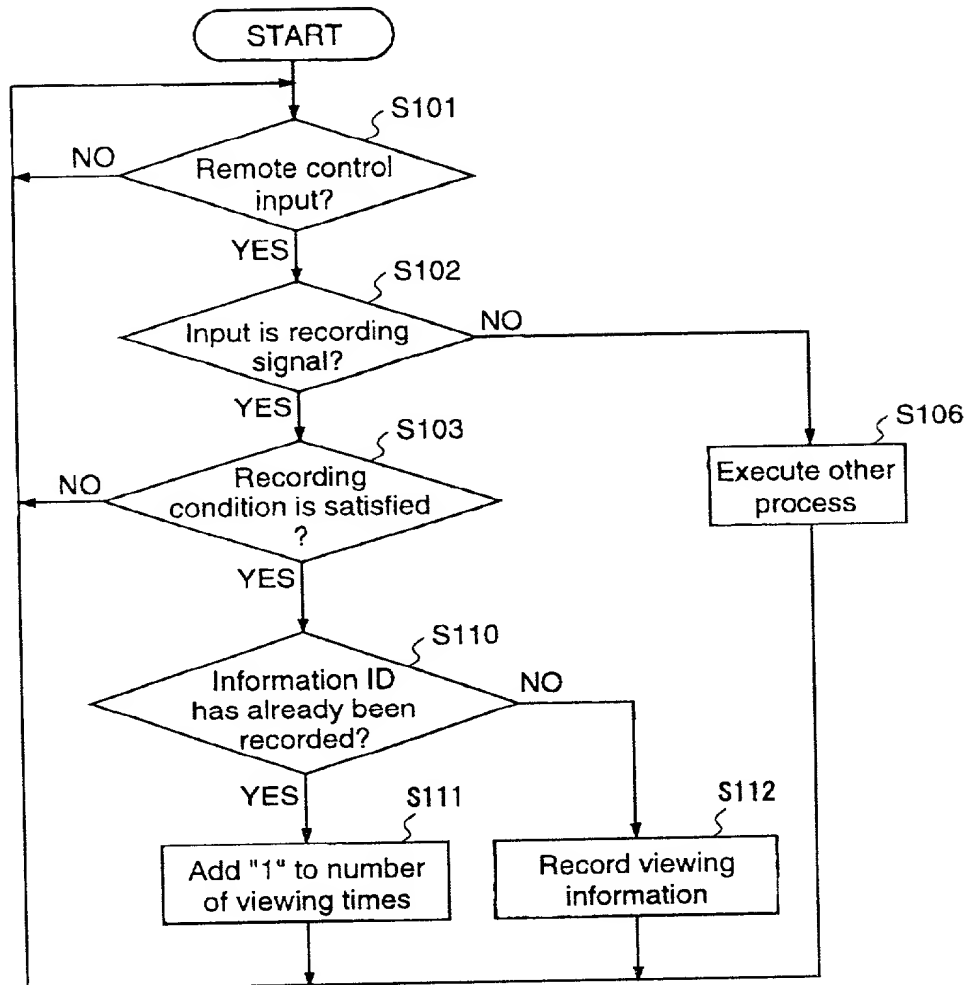


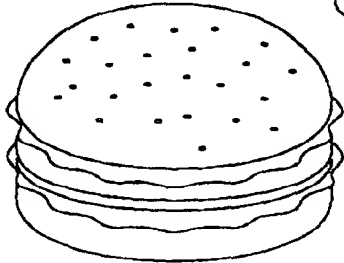
Fig.11

program ID	number of viewing times
code 001	3
code 003	1
⋮	⋮

Fig.12

ABC burger

New!!



Please enter the name of the new hamburger.

ABC burger

Fig.13

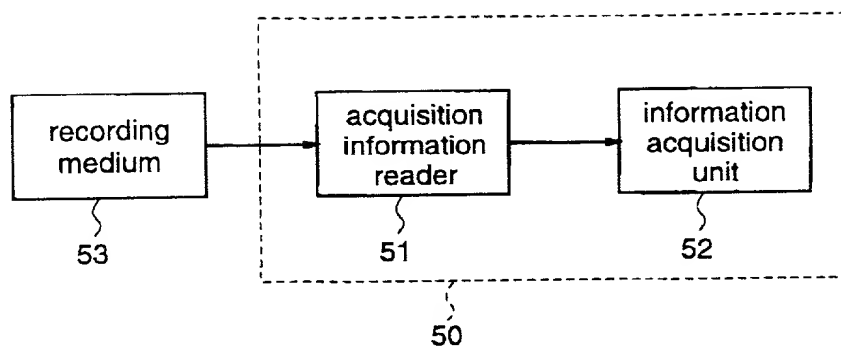


Fig.14

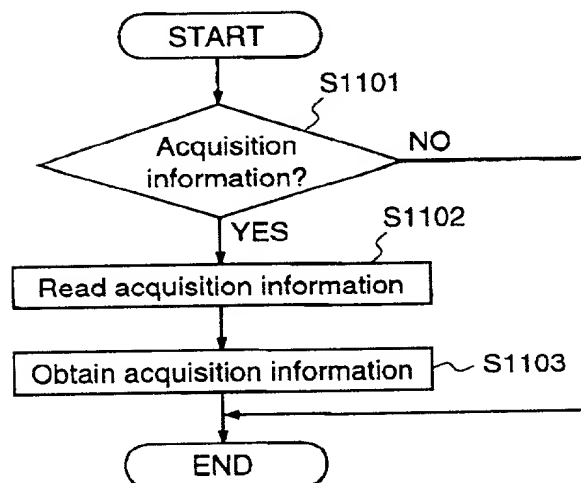


Fig.15

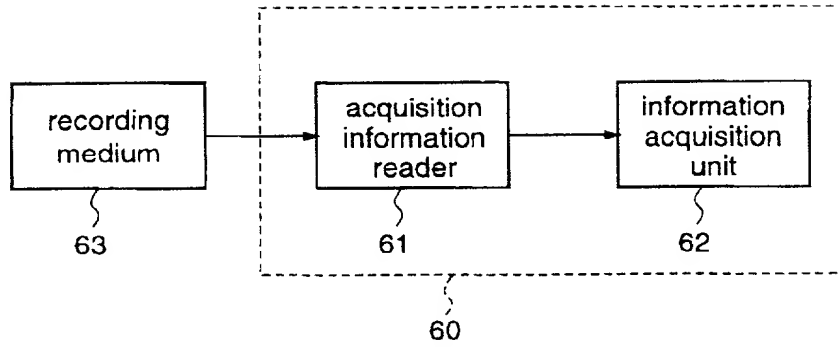


Fig.16

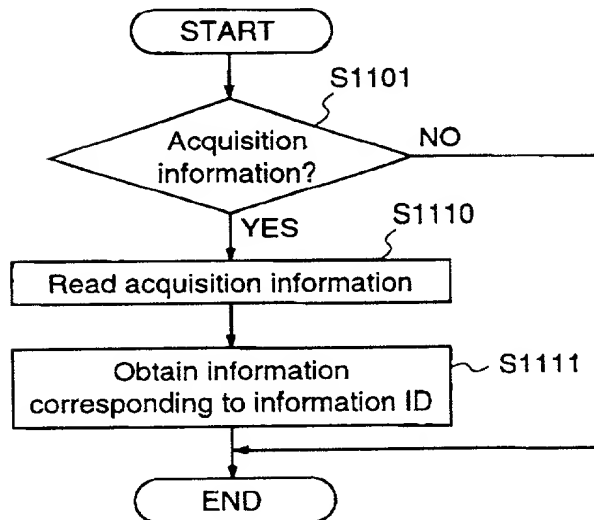


Fig.17

information ID
code 1
code 2

Fig.18 (a)

information ID	information
code 1	music 1
code 2	video 1
code 3	music 2
⋮	⋮

Fig.18 (b)

information ID	information	expiration date
code 1	music 1	31/10/2001
code 2	video 1	10/5/2001
code 3	music 2	31/21/2005
⋮	⋮	⋮

Fig.19

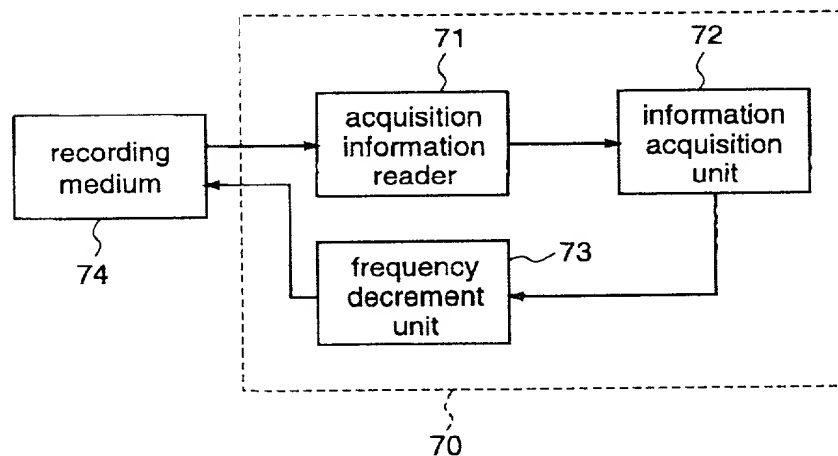


Fig.20

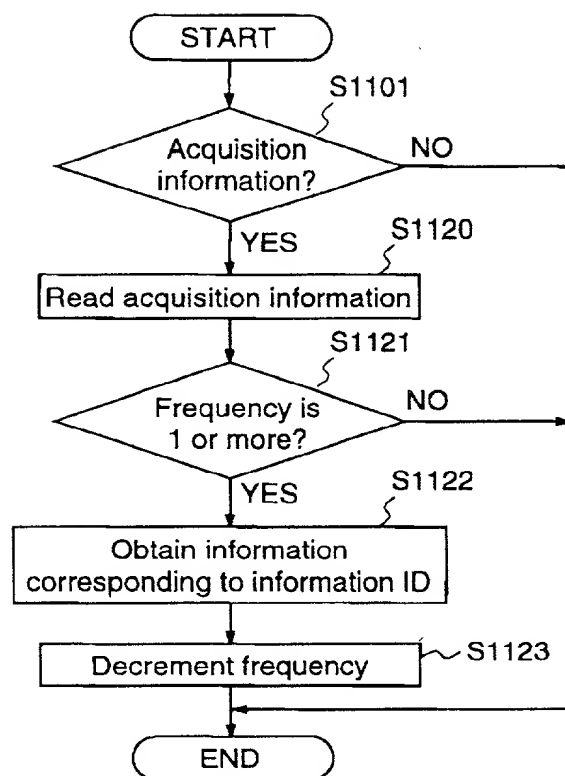


Fig.21

information ID	frequency
code 1	3

Fig.22

information ID	source information
code 1	information server A
code 2	information server B
⋮	⋮

Fig.23

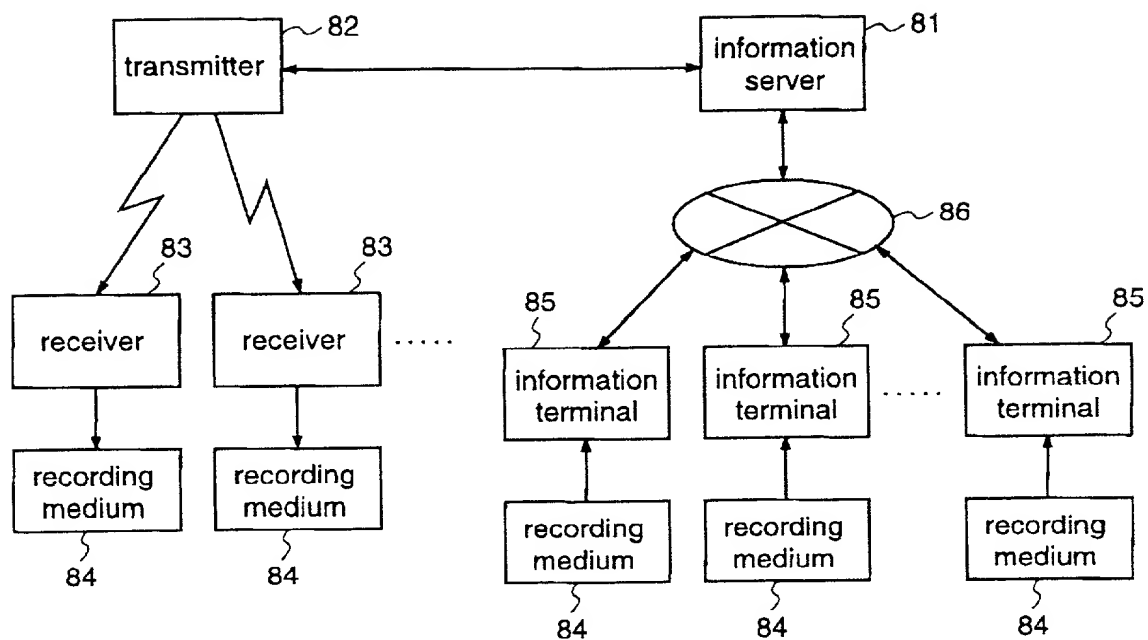


Fig.24

program contents	ID
CM 1	code A
CM 2	code B
drama 1	code C
⋮	⋮

Fig.25

ID	information
code A	music 1
code B	video 1
code C	music 2
⋮	⋮